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.September 10, 1997

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, DC 20554

Re: Ex Parte Presentation in CC Docket No. 94-102,
RM-8143 Revision of the Commission's Rules to
Ensure Compatibility with Enhanced 911 Emergency
Calling Systems


Dear Mr. Caton:

The attached national poll of wireless telephone users
was sent today by TruePosition, Inc. upon the following:

Chairman Reed Hundt
Commissioner James Quello
Mr. Daniel Phythyon
Mr. David R. Siddall
Mr. Gerald P. Vaughan
Mr. Rudolfo M. Baca
Mr. John Clark
Mr. Bruce Franca
Mr. F. Ronald Netro
Mr. Elliot Maxwell
Mr. Robert M. Pepper
Mr. Michael Riordan
Mr. Thomas P. Stanley

Commissioner Susan Ness
Commissioner Rachelle Chong
Ms. Rosalind Allen
Ms. Jackie Chorney
Mr. David Wye
Ms. Nancy Boocker
Ms. Sandra Danner
Mr. Daniel F. Grosh
Ms. Won Kim
Ms. Suzanne Toller
Ms. D'wana Terry
Mr. Richard M. Smith
Mr. Peter A. Tenhula

Respectfully submitted,


Philip L. Verveer

Enclosure

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear :

I have enclosed for your information a recent poll commissioned by TruePosition, Inc., which demonstrates strong public support for increased safety through wireless E911 technology. TruePosition provides automatic location systems for wireless carriers to pinpoint the location of any cellular or PCS telephone within a typical radius of 410 feet or less. No changes need to be made to subscriber handsets. TruePosition's technology is ready to be implemented and trials have shown that it is capable of meeting now the FCC's E911 Phase II standards for 2001.

The poll confirms that most people buy wireless phones for safety reasons. As you will see from the attached summary of key findings, there is very strong public support for the FCC's position on E911 issues. Among other things, the survey reveals that:

- Most wireless subscribers do not know whether emergency dispatchers can determine their location.
- Wireless subscribers support rapid roll-out of E911 technology and are willing to pay extra for the service.
- Subscribers support the goals of the FCC's Report and Order and would strongly oppose delaying the implementation deadlines.

I hope you find this both interesting and helpful. If you would like to discuss TruePosition's technology or its views on E911 issues, please feel free to call.

Sincerely,

Philip L. Verveer

Enclosure
cc: William F. Caton

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WIRELESS ENHANCED 911 SURVEY FINDINGS

Methodology

Public Opinion Strategies recently completed a national poll of 800 wireless telephone users or people who considered buying a wireless telephone in the past year. The poll was completed on July 31-August 3, 1997, and has a margin of error of $\pm 3.46\%$, in 95 out of 100 cases. This means that if this survey were replicated, the results would be within about three percentage points 95% of the time. Seventy percent of the respondents were people who are current subscribers, while 30% were individuals who over the past year have considered buying a wireless phone.

Summary

This survey clearly shows that offering enhanced 911 location technology would be an attractive marketing offering for carriers. It fits in perfectly with the rationale why most people buy wireless phones — safety. The importance of the technology is increased even more among the majority who didn't know 911 operators can't locate wireless callers. Respondents rank location technology as the most important service to them personally and they want it mandatory by 2001 at the latest.

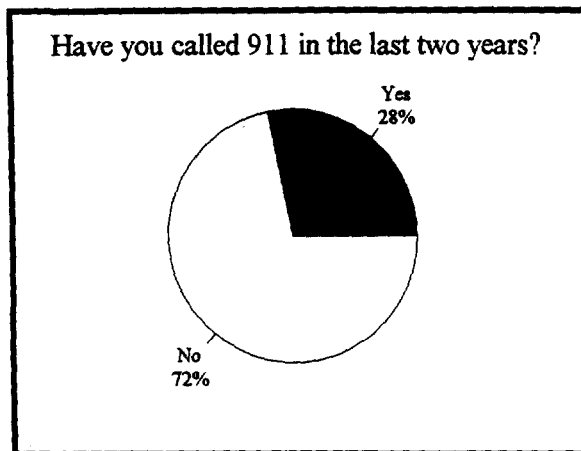
People are also willing to pay for location technology, at a cost significantly higher than that which would probably be charged. Furthermore, a significant number of non-subscribers say the technology would increase the likelihood they would subscribe and majority of current subscribers say they would consider switching from a company which did not offer the technology to one that did.

Key Findings

Key findings from the survey include:

1. ***People buy wireless phones for safety.***

Confirming what many other surveys have found, wireless phone users purchase their phones primarily for safety. Overall, 28% said they called 911 in the past two years.

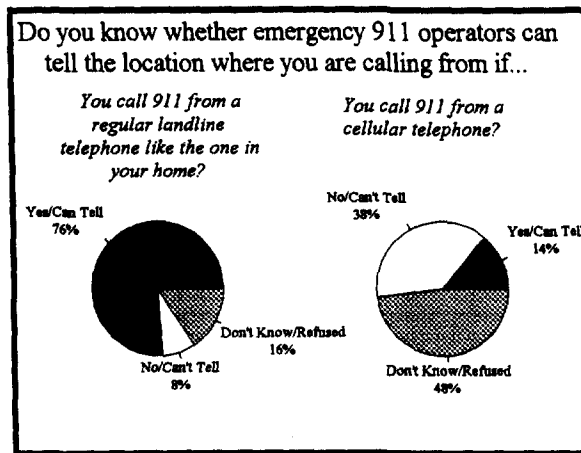


Asked which is more important to them, the additional safety and security that wireless phones offer or business convenience, 79% said the additional safety and security was more important, while 17% chose business convenience.

Given a list of five possible reasons to buy a wireless phone and asked which was the best reason to own one, 40% picked car problems on the highway, followed by medical emergencies (23%). Seventeen percent chose keeping in touch with their families, with 13% giving business reasons.

2. ***Most wireless subscribers do not know whether emergency dispatchers can tell where they are calling from.***

The vast majority of those surveyed (76%) were aware that 911 operators can tell the location where they are calling from if they are calling from a regular landline telephone. However, only 38% answered correctly that 911 operators *cannot* tell the location they are calling from if they are using a wireless telephone; 14% thought 911 operators can tell where wireless calls are coming from, while 48% of those polled did not know if 911 operators could locate wireless calls or not.

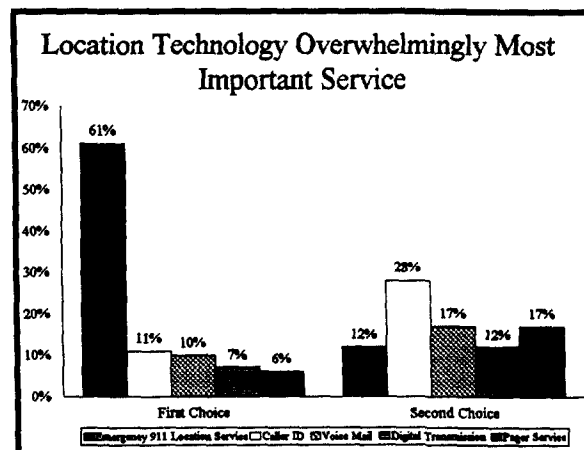


3. ***Wireless subscribers think enhanced 911 location technology is a very important service.***

Sixty-four percent of those interviewed said 911 location technology would be a **very** important service for wireless telephone companies to offer. Only 26% thought it was somewhat important, and just eight percent said it was not at all important.

Location technology is even more important to respondents who are considering buying a wireless telephone (74% very important) and among those who incorrectly assumed 911 dispatchers could locate wireless callers (73%).

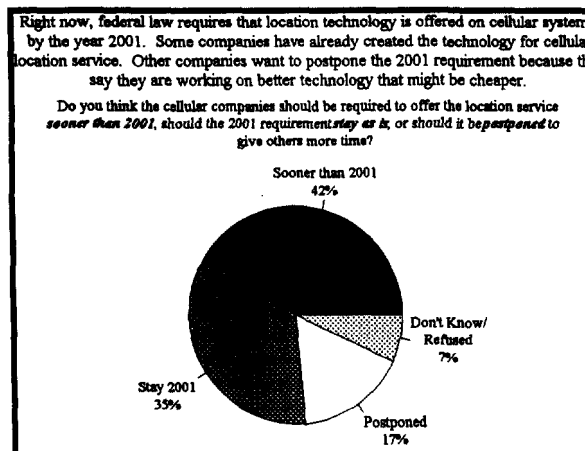
Given a list of five possible services, 61% said emergency 911 location service would be the most important service to them personally, with eleven percent choosing caller ID, ten percent voice mail, seven percent digital transmission and six percent pager service.



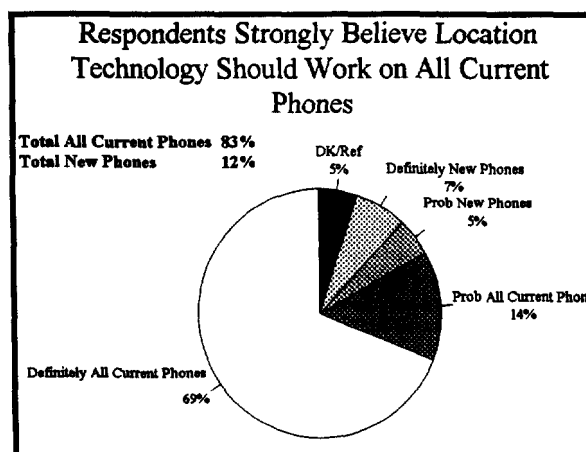
4. ***Wireless subscribers support the FCC's order and want emergency 911 location technology no later than 2001.***

After an explanation of the federal requirement that location technology be offered by wireless systems by 2001, respondents were asked whether they think companies should be required to offer the service sooner than 2001, whether the deadline should stay the same, or whether it should be postponed to give other companies time to develop better technology.

Forty-two percent think companies should be required to offer the service sooner than 2001, while 35% think it should stay 2001. Only 17% think the requirement should be postponed.

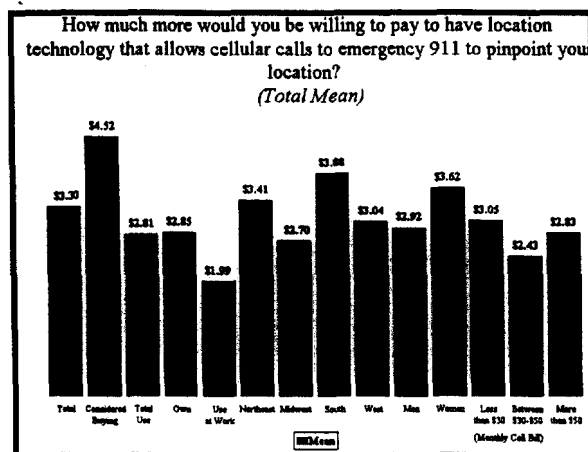


In addition, 83% say location technology should serve all current wireless phones, while just 12% think it should apply only to new phones. Respondents feel strongly about having it apply to all current phones, with 69% saying the technology should definitely apply to all current phones.



5. *And consumers are willing to pay for it.*

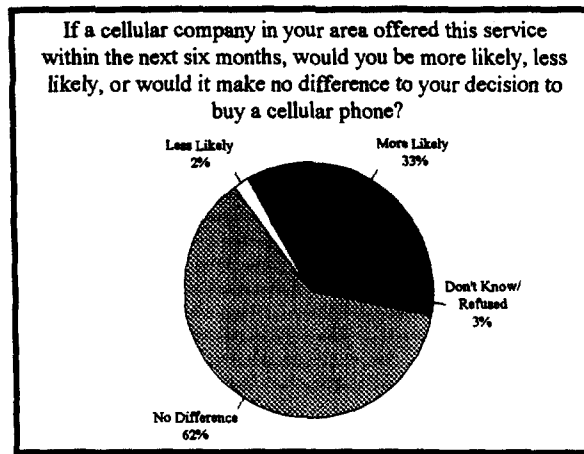
Asked in an open-ended question how much they would be willing to pay each month for enhanced 911 location technology service, the average amount respondents said was \$3.30. In a subsequent question, seventy-one percent also said they think \$1.50 is a “fair price” to pay for the service.



Fifty-five percent think the additional amount they would have to pay for the government-required location technology is a safety fee, while 27% view it as a value-added service. Only 13% think it is a tax increase.

6. *Wireless 911 location technology increases the likelihood non-users will become subscribers. A large number of subscribers would switch to a carrier who offers the service from one that does not.*

A third of respondents who considered buying a wireless phone in the past year said they would be more likely to buy a wireless phone in the next six months if the location service was offered by a carrier in their area.



In addition, a majority of current subscribers (56%) said they would consider changing carriers if their carrier did not offer the service and another carrier was offering it for about \$1.50 a month. Nineteen percent said they would definitely switch, while 37% said they would consider changing.

